

V. IMPLEMENTING THE PLAN

IMPLEMENTING THE ACTION PLAN is the most important part of strategic planning. It is critical to translate ideas and strategies into real actions for Downtown Revitalization. As a guiding tool for the DAT, the following implementation steps should be taken.

1. Present the Strategic Action Plan to the City Council

These presentations are major opportunities to gather support for the Plan and to initiate efforts to implement the specific actions and strategies.

2. Form the appropriate DAT Subcommittees

Based on the Strategic Framework, the following 6 subcommittees should be formed immediately to spearhead Downtown issues as outlined in the Detailed Action Plan:

- ◆ Safety & Security (A)
- ◆ Government Office (B)
- ◆ Office, Retail & Entertainment (C,E)
- ◆ Housing (D)
- ◆ Urban Design, Regulations, Historic Preservation, Transportation & Infrastructure (F,G,H,I,J)
- ◆ Downtown Marketing & Organizational Development (K,L)

Each subcommittee should preferably be made up of DAT members (*please see accompanying diagram at the end of this section*) as well as professional technical consultants, who have specific expertise in particular fields, as described in the Action Plan. The sub-committees would meet on a regular basis and report to the DAT.

3. Initiate action on the Top Ten Priorities

While all of the actions and strategies outlined in the Plan are important, the Top Ten Priorities outlined in this document are the most crucial actions to take as the DAT moves forward. The team's primary energy should focus in achieving these priorities. The future success of the DAT in revitalizing Downtown will depend on it.

4. Create a process for ongoing review and update

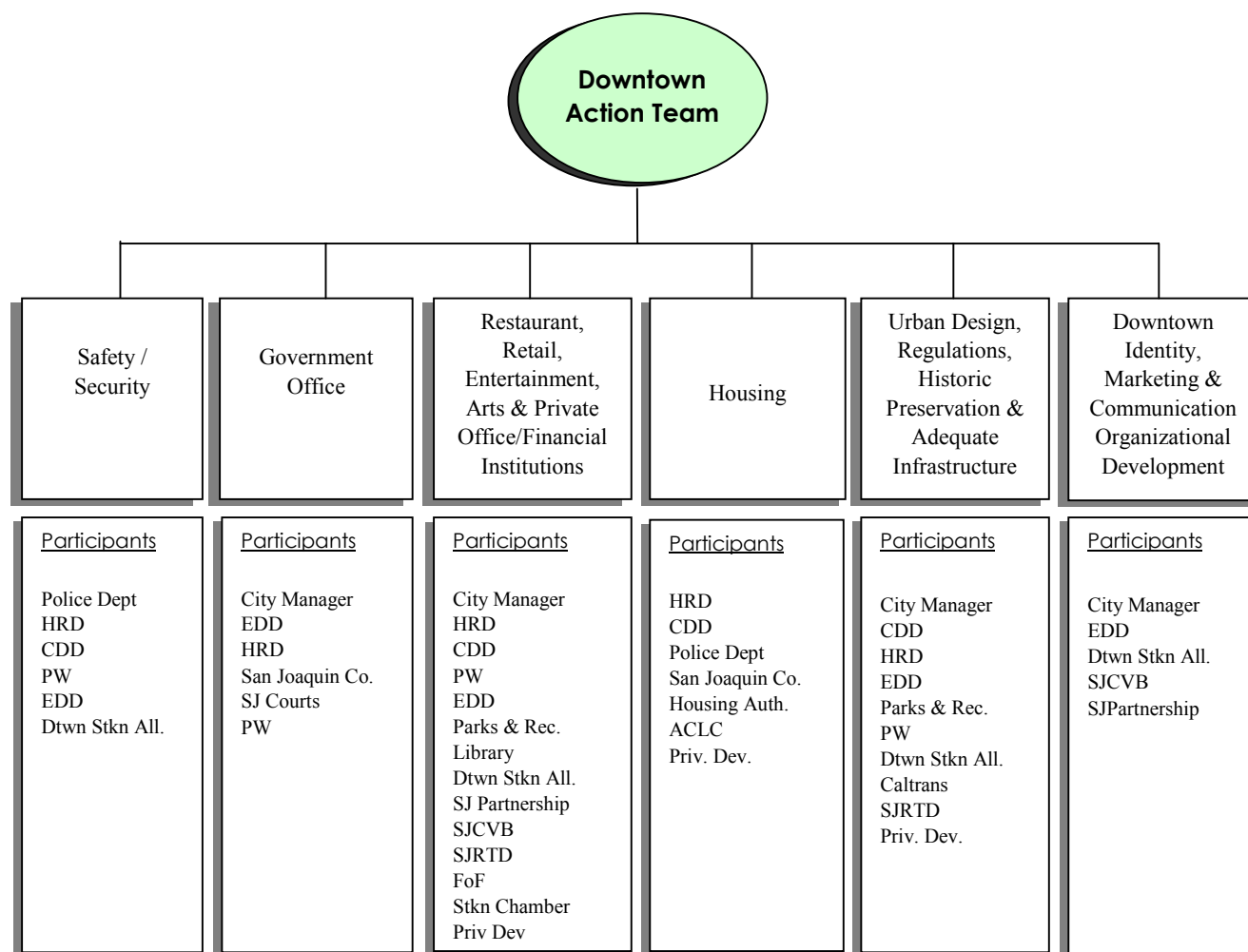
Downtown Stockton, the DAT and its members will certainly grow and change in the coming years. Market conditions shift, public opinion and policies change, and unforeseen technological advances can impact the priorities of the Downtown. To ensure successful implementation of the Strategic Action Plan, an organized, efficient process for review and update is essential. The review and update process would help DAT re-assess and re-prioritize its strategies and actions, and add new goals, strategies or actions as needed.

5. Secure funding for priority projects and programs

The implementation process will be successful if there are sufficient resources to develop projects and execute programs. The DAT should identify various funding sources, both private and public (Federal, State grants, bonds, etc.), and be responsible for maintaining adequate capital for Downtown development projects.

DOWNTOWN REVITALIZATION STRATEGY ACTION PLAN

Proposed Subcommittees



ABBREVIATIONS:

ACLC - Not for Profit Housing Developer
Caltrans - California Department of Transportation
CDD - Community Development Department
EDD - Economic Development Department
Dtwn Stkn All - Downtown Stockton Alliance
FoF - Friends of the Fox Theater

HRD - Housing & Redevelopment Department
Parks & Rec. - Parks & Recreation Department
Priv. Dev. - Private Developer
PW - Public Works Department
San Joaquin Co. - San Joaquin County
SJCourts - San Joaquin Court Administration

SJCVB - San Joaquin Convention & Visitor Bureau
SJ Partnership - San Joaquin Partnership
SJRTD - San Joaquin Regional Transit District
SJRR - San Joaquin Regional rail Commission
Stkn Chamber - Greater Stockton Chamber of Commerce

Source: *City of Stockton*